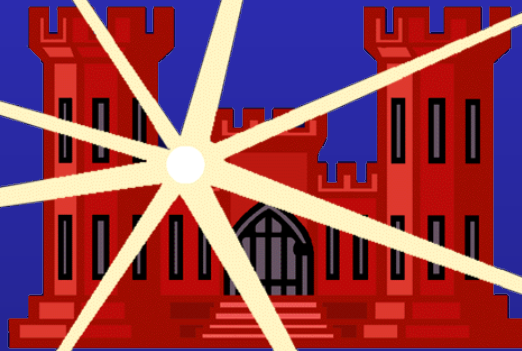


Little Rock District



PMP Communication Plans

March 12, 2002



PMP Communication Plans

- ***Bottom Line First***
 - ***Our Project Managers, Study Managers and Operations Managers do an excellent job integrating Strategic Communications into the PMP process***
 - ***PAO is a value added asset to provide counsel on best methods to use, evaluate, and provide feedback.***



PMP Communication Plans

- ***Top Four Projects***
 - ***Arkansas River Study***
 - ***Greers Ferry Shoreline Management EIS***
 - ***Civil Construction***
 - ***Montgomery Point L&D***
 - ***Table Rock Dam Safety***
 - ***FUDS Projects***
 - ***Camp Robinson***
 - ***Shumaker***



Arkansas River Study

- ***Formal PA Plan part of PMP***
- ***Key Issue Web Page***
- ***Public Meetings***
- ***Agency cooperation***
- ***Speakers Bureau activities***
- ***Positive Media Events***
 - ***Governor notching dikes***





Greers Ferry Shoreline Management EIS

- ***Formal PA Plan***
- ***Editorial Boards***
- ***Key Issue Web Page***
- ***Talking Points to employees***
- ***Public Meetings***
- ***Already planning post-decision PA Plan***
 - ***Rift in community; Need to restore Trust***



Civil Construction Projects

Montgomery Point L & D—Table Rock Dam Safety

- ***Formal PA Plans***
- ***Media Days***
- ***Key Issue Web Pages***
- ***Talking Points to Employees***
- ***Active Congressional, Special Interest***
- ***Targeted Speakers Bureau***
- ***Community Involvement (TR)***



FUDS Projects

Camp Robinson-Shumaker-Southwest Proving Grounds

- *Formal PA Plan as part of PMP*
- ***Editorial Boards***
- *Key issue web pages*
- *Talking Points to employees*



PMP Communication Plans

Internal Efforts

- ***PRB***
- ***Employee Talking Points***
- ***Command Information***
- ***Bi-monthly Staff Notes***
- ***Project Update Newsletters***
- ***DE Brown Bag/Lunch and Learn***
- ***Public Meetings***
- ***Media Days***
- ***RABs formed***



PMP Communication Plans

Summary

- ***PPMD/PA partnership working well***
- ***Formal and informal PA Plans***
 - ***Situation dependent***
 - ***PM-PA discussion to determine and adjust as necessary***
- ***All communication tools considered and used***